

## BRAND NAME DOCUMENTATION

(For Under \$100)

MIPR8MDAJTB039

1. Identify the activity acquiring the product or service and the geographical area.  
Army Joint Multinational Training Command (JMTC)

2. Describe the supplies and/or services being procured.

Dell office automation equipment, such as Dell Latitude D630 Laptops, Dell Precision M6300 Laptop, Dell Latitude XT Laptop, Dell UltraSharp 2007FP 20-inch Flat Panel Monitors,

3. Provide the rationale, supporting the limited sources acquisition. Justify the use of limited sources due to Brand Name.

The equipment has to be brand name Dell due to compatibility requirements with existing systems and the need to ensure seamless integration with incumbent equipment to minimize disruption of online training support services such as USAREUR SRP's Army Range Mapper (ARM) and OnlineRDP (Online Range Development Plan). Further, as TSAE / SRP systems administrators are fully trained in the maintenance of Dell hardware, no funds need to be allocated to retrain personnel due to their familiarity with current equipment. Purchase of other than Dell would result in substantial duplication of cost to the Government that is not expected to be recovered through competition. Supplies are needed immediately to satisfy mission requirements.

a. Explain why a particular expertise or level of expertise is critical to this acquisition.

b. Provide evidence that the contractor is the only source, and possesses the required expertise.

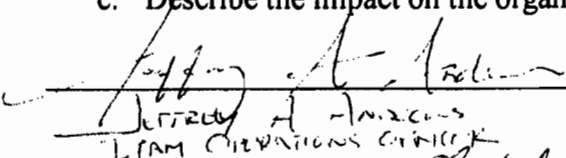
c. Describe or explain the impact in terms of feasibility, time, and cost of educating another contractor to reach an equivalent level of expertise.

4. Lack of advance planning and funding availability by the requiring activity is not a sufficient justification for sole source procurement?

a. Identify, when the procurement first became known?

b. Justify why the time schedule is critical to the organization's needs, and mission, and state the specific critical dates that materially affect the acquisition.

c. Describe the impact on the organization and or it's mission if the schedule is not met.

  
Christel Johnson  
Contracting Officer

17 Sep 2008  
DATE